

## II. CORE COURSE [CCCOM102]: (Credits: Theory-04, Tutorial-01)

<b>Marks: 30 (MSE: 20Th. 1Hr + 5Attd. + 5Assign.) + 70 (ESE: 3Hrs)=100</b>	<b>Pass Marks (MSE:17 + ESE:28)=45</b>
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### ***Instruction to Question Setter:***

#### ***Mid Semester Examination (MSE):***

There will be **two** groups of questions in written examinations of 20 marks. **Group A is compulsory** and will contain five questions of **very short answer type** consisting of 1 mark each. **Group B will contain descriptive type five** questions of five marks each, out of which any three are to be answered.

#### ***End Semester Examination (ESE):***

There will be **two** groups of questions. **Group A is compulsory** and will contain two questions. **Question No.1 will be very short answer type** consisting of five questions of 1 mark each. **Question No.2 will be short answer type** of 5 marks. **Group B will contain descriptive type six** questions of fifteen marks each, out of which any four are to be answered.

**Note:** There may be subdivisions in each question asked in Theory Examinations

The Mid Semester Examination shall have three components. (a) Two Semester Internal Assessment Test (SIA) of 20 Marks each, (b) Class Attendance Score (CAS) of 5 marks and (c) Class Performance Score (CPS) of 5 marks. “**Best of Two**” shall be applicable for computation of marks for SIA.

(Attendance Upto 75%, 1 mark; 75 < Attd. < 80, 2 marks; 80 < Attd. < 85, 3 marks; 85 < Attd. < 90, 4 marks; 90 < Attd, 5 marks ).

## **MANAGERIAL ECONOMICS**

**Theory: 60 Lectures; Tutorial: 15 Hrs**

### ***Objective:***

The objective of the course is to acquaint students with the basic principles of micro and macroeconomics for developing the understanding of theory of the firm, markets and the macro environment, which would help them in managerial decision making processes.

### **Contents:**

#### **Unit I: Demand and The Firm**

Consumer Behaviour: Cardinal and Ordinal Approaches to the Derivation of Demand Function; Revealed Preference Approach, Theory of Attributes – Demand for Consumables Durables; Firm Theory: Objectives of the Firm.

#### **Unit II: Production and Cost**

Production: Law of Variable Proportions, Returns to scale; Production Function: Concept of Productivity and Technology; Producer's Equilibrium – Isoquants, Ridge Lines, Isoclines; Cost Function – Classification of Costs, Short Run Cost Functions, Relationship between Returns to Scale and Returns to a Factor, Long Run Cost Functions.

#### **Unit III: Market and Pricing**

Market Types and Characteristics of different Market Structures, Price Determination under different market conditions; Price Determination under Perfect Competition, Monopolistic Competition and Oligopoly.

#### **Unit IV: Aggregate Demand and Aggregate Supply**

Modern Aggregate Demand Function, Demand Management, Aggregate Supply and the Price Level.

#### **Unit V: Trade Cycles and The Open Economy**

Real Business Cycles, Exchange Rate, Trade Balance, Net Saving, Macroeconomic Movements in an Open Economy.